

Volume 31  
Number 5  
June 1997

# Caravan

## Doral delivers a personal approach

**DORAL**  
Doral Quality  
Assurance Card  
backed by the  
smallest  
smoker  
in the world.  
**Promises**  
... taste or your money back.  
... taste or your money back.  
**DORAL**  
Kristen Duncan  
and Rhonda Scott  
Doral smokers  
Kurt Miller  
Doral's president  
**Celebrates**  
All across America, we throw appreciation parties  
for our smokers. It's just one more way  
we celebrate smokers like you.  
Discover The Doral Difference.

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

R.J. Reynolds Tobacco Co. and the Doral brand are redefining value in a new advertising campaign designed to reinforce the brand's personal approach to business.

With headlines like "Doral Delivers" and "Doral Promises," the new campaign solidifies Doral's positioning as the brand that cares more for its adult smokers. The ads accomplish this by emphasizing Doral programs — such as the premium-taste guarantee and free-carton offer — that are unique within the savings category. According to Scott Rhodes, senior marketing manager, the campaign — launched May 1 — highlights ways in which Doral does business differently from other savings-cigarette brands.

### Building brand value

"As other savings brands fight to be the 'cheapest' selection at retail, Doral is winning market share by building brand value on more than just low price," Rhodes says.

"Doral offers adult smokers a great-tasting cigarette at a reasonable price, backed by useful services and other important brand benefits.

"We want adult smokers to know that to Doral value means more than low price," he says. "And this new advertising campaign communicates the ways in which Doral demonstrates appreciation for its adult smokers' business."

Known as the Doral "oval" campaign, the collection of ads was developed in partnership with Coyne Beahm of Colfax, N.C. The new ads replace Doral's "pack-tear" campaign, which debuted in May 1995, and brought the brand's "cares-more" positioning to the general market. Linda Shieh, an RJR marketing manager who helped develop the new ads, reports that the oval campaign builds on the power of Doral's pack-tear campaign.

"Using the Doral pack as the background, the oval campaign brings a new, stronger look to our 'cares-more' positioning," Shieh says. "It is our belief that this campaign provides a better balance of rational and emotional benefits associated with the brand's positioning, projects a more quality, contemporary look and offers a format that can be used at retail and in other areas of our marketing mix."

Similar to the pack-tear campaign, the new advertisements put a face with a name by featuring real Doral smokers, as well as the employees who manufacture and provide support service to the brand. ►►►

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According to Rhodes, using real people, instead of models, is a point of difference for Doral.

"We are trying to convey a more personal approach to doing business, and, in turn, build Doral's equity as the brand that cares more," he says. "We get a lot of positive feedback from our ads, because it is easy for Doral smokers to relate to other Doral smokers and to the RJR employees who make the product and provide services to our adult smokers."

In one of the new ads — "Doral Promises" — a team of RJR employees from Tobaccoville highlights Doral's premium-taste or money-back guarantee. Charlie Brown, a protos operator at Tobaccoville and 31-year veteran of the company who appears in the ad, feels that using real RJR employees is important. "I think using the real people who make Doral increases the impact of the ad campaign," Brown says. "I know what it takes to keep our promise of quality assurance, and that's my goal every day — to make a consistent, high-quality, great-tasting cigarette."

Herb Cook, a mechanical specialist in Tobaccoville packing maintenance who appears with Brown in the advertisement, also takes the Doral quality promise very seriously. "The Doral promise means that the people who make Doral here at the plant stand behind the quality of their product — and I stand behind Doral," Cook says. "Making this promise to the adult smokers who buy Doral makes me proud to be an employee of Reynolds Tobacco."

### Doral listens

Another ad, "Doral Listens," features Nancy Montgomery, manager of program planning and development — consumer relations, and is designed to underscore the fact that the brand appreciates its adult smokers, both as customers and as people. "Doral really does 'listen' to its adult smokers," Montgomery says. "The brand goes to great lengths to read and respond to every comment card sent from Doral smokers. And this is important to Doral smokers, who want to get to know the people who make the brand and for the brand to get to know them."

This personal approach to business has translated into significant growth for the brand over the last three years. Since 1994, Doral has seen a 14 percent increase in volume, a 19 percent increase in share of market and a 27 percent increase in share of the savings category. Doral is America's best-selling value brand and the third-largest brand based on shipments in the industry today — behind only Marlboro and Newport.

Rhodes is pleased with this growth and thinks that Doral's new advertising campaign will strengthen the brand's marketplace performance. "The goal of this new advertising campaign is to raise awareness among value-oriented smokers that Doral is truly different from all other savings brands — different in the products we make and the way we do business," Rhodes says. "And we're optimistic that more and more adult smokers will 'Discover the Doral Difference' in 1997." ■

**DORAL**  
DORAL FLAVOR

**Listens**

Last year, thousands of Doral smokers wrote or called us offering their stories and comments. We listened.  
Discover The Doral Difference.

**DORAL**

**Quality**

From start to finish, we choose the highest quality tobaccos to give you premium taste. We think that's the quality you deserve.  
Discover The Doral Difference.

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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

# Cigarettes Today, Burgers Tomorrow

Why stop at demonizing a legal substance like tobacco? Fat is probably worse.

It's just a question of time. Since heart disease is the greatest killer and high cholesterol is the leading cause of heart disease, some day soon there will be a class-action suit against McDonald's and the entire fast-food industry. Someone will claim that McDonald's is to blame for that terminal condition. There have been no health warnings on their hamburgers. Worse than that, the suit will say

McDonald's has been targeting children in their ads and with attractions like playgrounds on the premises and special meals complete with toys. The chief villain is, of course, Ronald McDonald, who makes Joe Camel look like a piker.

That's going to be the quick consequence of state governments and the federal government establishing the precedent of supporting hate campaigns against a legal substance. Tobacco is chicken-feed.

"Now, wait a minute," someone will say. "Big Macs don't create an addiction, like cigarettes!" Oh, yeah? I'm addicted. I have at least one cheeseburger a day and have done that throughout most of my life. How did this terror start? I hate to admit it, but it was when I was a kid. I'm not to blame. "They" did it to me. How was I to know?

There's something else I feel compelled to bring up on behalf of all those who have been ensnared into this pit of disease: The costs to society for all these hamburger-related ailments are tremendous.

That, of course, is the consequence of programs that are



Bruce Herschensohn

*Los Angeles Times*

Tuesday, April 1, 1997

*Reprinted with permission*

socialistic. Once the taxpayer is compelled to pay for the choices made by another, the government can take jurisdiction over the entire industry that the government feels is responsible for those costs.

In sympathy with those, like me, who were hooked into all this by a legal substance, I hope the President mandates heavy restrictions and regulations regarding the advertising of those fast-food horrors, restrictions on T-shirts, comic characters, logos, posters at sporting events and color

advertisements. The devil with the First Amendment!

Health should always supersede the Constitution.

And this shouldn't be the end of it; it should be the beginning of it. The evidence of many other legal substances causing disease is overwhelming. Leading journals continually confirm this. *The London Times* printed that "research has linked high consumption of

hot dogs with an increase in childhood leukemia." The same newspaper also reported that "it has been recognized since 1970 that licorice taken in quantities can cause high blood pressure, sudden cardiac arrest, congested cardiac failure and more." To be consistent in the terminology in

smoking-related diseases, we should say that leukemia is a hot dog-related disease, and cardiac arrest is licorice-related.

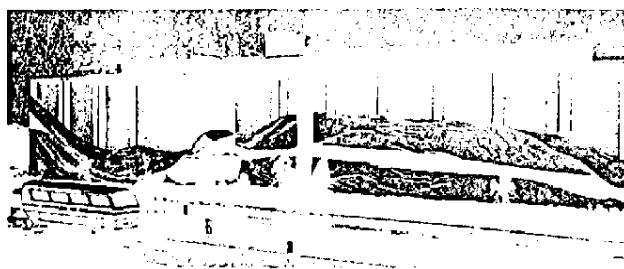
What started all this, of course, was government's involvement with anti-smoking campaigns and regulations. I have a confession. I'm not only a cheeseburger addict, I smoke. I started smoking when I was 18 and it wasn't because of advertisements or logos or posters or cartoon characters. It was because, like millions of others

*(continued on page 9)*

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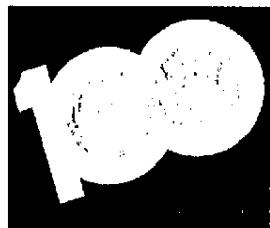
October 1968

## Operation wrap up



Jan.-Feb. 1975

Reynolds  
employees  
to celebrate  
centennial in 1975



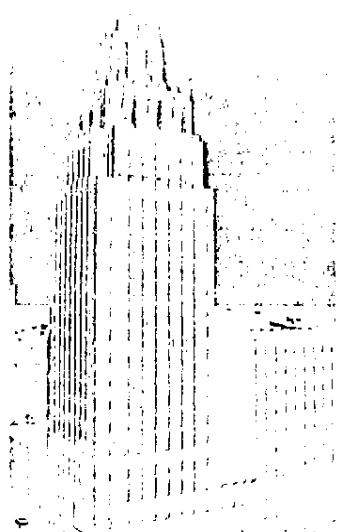
January 1982

Employees start move  
to downtown Plaza Building



May 1994

Tobacco  
CEO's testify  
before  
subcommittee



April 1979

The Reynolds  
Building —  
50 years of  
service

October 1986

Tobaccoville  
dedicated

March 1994

Tobacco supporters  
speak from the heart



August 1995

Winston Cup — a tribute  
to 25 years of racing



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In April of 1967, the public relations department of R.J. Reynolds Tobacco Co. published its first issue of *Caravan*. Though the tobacco industry has changed significantly since then, the goals of the magazine remain the same.

"A key objective," wrote *Caravan's* first editor, Peter O.

Allen, "is to produce [the publication] in such a way that it becomes a primary source of accurate information about the company for all employees.

"Ideas for stories and articles will always be welcome," he contin-

ued. "*Caravan* is being published as a means for all employees on all levels to find out more about their company and its activities, and to make sure that employees will continue to be recognized as members of the RJR team."

The name, or masthead, *Caravan* was chosen not only for its connection to the *Camel Caravan* radio and television shows of the 1930s and '40s, but also for the role camel caravans played in the Middle East. "These camel convoys," Allen said, "supplied people throughout the desert with vital resources and news that otherwise would have been inaccessible."

Over the years, *Caravan* has published thousands of articles

ranging from the celebration of Camel and Winston Cup anniversaries, to the dedication of Tobaccoville and Bowman Gray Technical Center, to the Washington bus trip and the congressional hearings on tobacco. Employees interested in past issues of *Caravan*, may reference bound

# THIRTY SOMETHING

The *Caravan* rolls on 30 years later

copies of the publication at the company library in the Reynolds Building.

"Thirty years ago, *Caravan* was created for the purpose of providing the RJR community with information not only about the company, but also about its employees. This continues to be our goal," says Barbara Goho, director of internal communications and *Caravan's* senior editor.

"*Caravan* serves as the voice of RJR and its employees," Goho continues. "To serve as that voice, you, the readers, need to tell us what you want to see in this publication. You are the R.J. Reynolds Tobacco stories." ■



*Caravan* was created in 1967 with the purpose of providing the RJR community with information about not only the company, but also about its employees. The writers and staff are committed to delivering company news on every level — from external issues facing the tobacco industry, to companywide projects and goals, to employee interests and concerns.

The dedicated employees of RJR are the reason this publication exist.

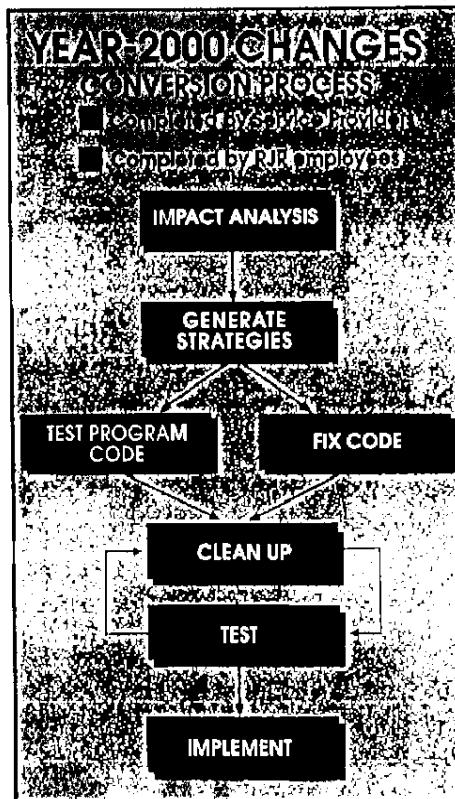
If you have any ideas or thoughts on articles for *Caravan*, send them to Public Relations, 16th floor Reynolds Building, or call 741-7069. Help *Caravan* continue to be the voice of RJR and its employees.

# Computer experts meet the Year-2000 challenge

Where will you be in the Year-2000? Information Resources (IR) for R.J. Reynolds Tobacco Co. knows exactly where it wants to be — a step ahead.

As the new century approaches, information resources wants to be in a position to greet the new millennium with smooth computer operations. The department is working hard to solve an issue that will affect RJR's computers companywide — the same issue that will affect computers around the world. The problem lies in the inability of computer hardware and software to accept a four-digit year. Many computers are only equipped to use a two-digit year.

Bill Dickson, manager for the Year-2000 Project, explains, "When computers were created, programmers developed software that only recognized two-digit dates. For example, if you were to state your birthday you may say 12/20/52. We usually refer to the year as '52 — a two-digit date. When the calendar reaches 2000, the two-digit numbers for that year will be '00. A computer will, therefore, calculate your age as 00 minus 52, or negative 52, rather than 48."



*The R.J. Reynolds Year-2000 Project teams are following a number of steps to locate, adjust and test RJR date-sensitive computer applications before calendars reach the 1/1/00 deadline.*

"Now, translate this date issue into business terms," Dickson continues. "Information gathered for a quarterly report stretches from one point in time to another. A report which starts in the third quarter of 1999 and ends in the first quarter of 2000 will look for years that are after 99 and before 00, effectively causing the report to disappear. The computer will simply no longer recognize that the information exists."

If left unresolved, the Year-2000 problem would negatively affect RJR as well as other businesses. According to Gartner Group, a computer-systems think tank, 30 percent of all businesses in the U.S. will go bankrupt if they fail to adjust their computer systems in time. "If RJR's accounts payable department cannot issue the checks that pay the bills, the company's suppliers will not provide the raw materials required to manufacture our products," says Dickson.

Compared to most other businesses, however, RJR is ahead of schedule in repairing the Year-2000 problem. Strategies to address the company's computer systems began as early as 1996, when they began running into difficulties. The Premis System, which tracks the maintenance

schedule of plant hardware, forecasts dates four years into the future. As a result, in 1996 the system had already hit the 00 date.

You might think that resolving the Year-2000 dilemma is simply a matter of turning back a computer's clock. Unfortunately, fixing the problem is not as easy as fooling the computer into believing it has not reached the Year-2000. To adequately operate the system, calendars have to be accurate — dates and traditional holidays must fall on the correct day of the month. "The calendar operates in 28-year cycles," Dickson explains. "1972 matches the 2000 calendar. However, if we were to push the dates back to the 1972 calendar, the system would revert back to many of the company policies that were in effect during that year."

#### Project phases

Converting RJR's computer systems to the new-date process involves a number of steps, the first being impact analysis. During this portion of the project, IR evaluates the company's 400 computer systems to determine the magnitude of the Year-2000 issue. Once the impact analysis is complete, the second step is to develop conversion strategies to adjust the affected programming code. According to Dickson, RJR operates on nearly 30 million lines of computer-program code. Information resources estimates that 1.2 million lines of code will need to be modified. These two steps are currently in progress.

Step three involves adjusting these lines of code. Once the program code has been converted, it is tested and retested in an environment that duplicates RJR's production operations. This process helps to ensure that the software will function correctly when returned to normal activities.

By testing the programs now, project coordinators hope to catch as many glitches as possible. "We have to make sure that while attempting to convert the computer systems, we have not inadvertently altered portions of computer programs that should not have been changed," says Dickson. "Therefore, information



*A team of employees from R.J. Reynolds Tobacco's information resources department, with the assistance of contracted IBM specialists, are working hard to locate date-sensitive computer applications before the year 2000. According to Gartner Group, a computer-systems think tank, 30 percent of all businesses in the United States will go bankrupt if their computer systems are not adjusted in time. Members of RJR's Year 2000 Project staff are: (front row, from left) Ed Crawford, Charles Huneycutt, Bill Dickson, Latisha Dixson and Charles Bruton. (Back row, from left) Scott Himmelsbach, Lewis Ward and Tonya Styers-Bovender. (Team members not pictured are Terry Stewart, Barry Hutchens and Joy Washam.)*

resources has set a December 1998 completion goal for converting systems that have been identified as critical. This will help ensure that RJR has enough time to fix problems that may have unknowingly arisen during conversion." The year 1999 will be primarily devoted to testing the systems. Dickson estimates that the tests will consume the majority of the team's time and effort — nearly 60 percent of the project.

#### Massive scope

The scope of the project is so massive that information resources has called upon outside assistance. In addition to the RJR employees IR has devoted to the project, the company has contracted IBM specialists to help. Currently, program conversions are being performed by four teams, each consisting of eight people. These teams have been set up to train new members who will later form additional groups. By the end of the first quarter of 1998, 10 to 12 teams will be in operation. At the peak of the project, 100 people

will be dedicated to resolving the Year-2000 problem.

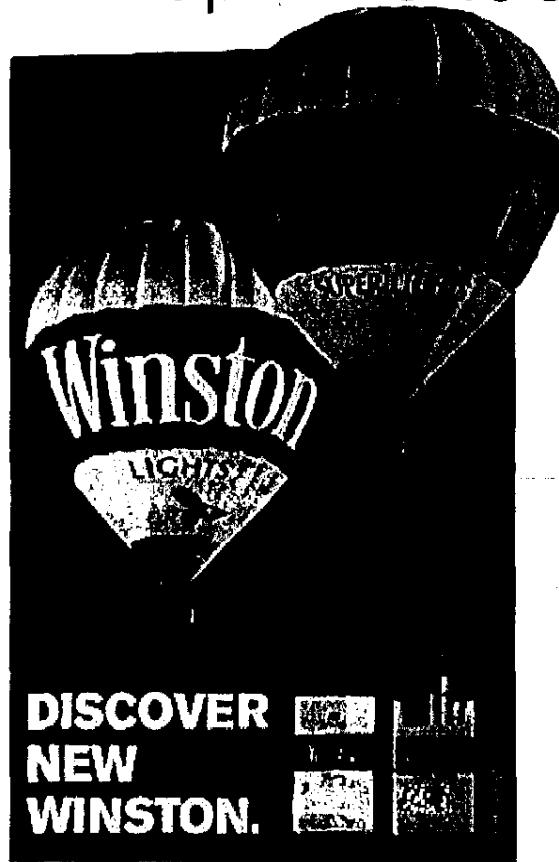
Dickson says that in addition to the IR staff assigned to the project, the department is asking for the help of all RJR employees. "Employees need to assist us in verifying if their software is operating correctly. In many cases, they know how their computers function better than the information resources department," he explains. "Departments must ensure that applications on their personal computers, not supported by information resources, are upgraded to avoid failure. They should not assume that IR knows that their system could have difficulty later."

In an effort to assist RJR departments in identifying potential problems, awareness sessions in the Plaza auditorium are being planned. For more information, contact Bill Dickson at 741-0055 or Mike Cassidy at 741-0053.

Dickson concludes, "With the assistance of everyone at RJR, we will successfully meet the Year-2000 deadline." ■

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### Winston repositioned in Switzerland



Winston has been repositioned and re-launched in the Swiss market — making Switzerland the first worldwide market to launch Winston Lights and Winston Super Lights in a new international packaging design.

The product will capitalize on adult smokers' growing preference for low-tar products and products that offer high quality at an affordable price.

Winston has been repositioned from the premium price segment to the sub-premium price segment in Switzerland. In addition, a new contemporary pack design results in maximum shelf impact. The new designs use a white and blue color scheme for Winston Lights, and a white, silver and blue package for Winston Super Lights. The eagle imagery familiar to Winston smokers is embossed on the pack.

The brand's repositioning is supported by an advertising campaign with the theme, "Discover new Winston."

Sales results from the first few weeks of Winston's relaunch in Switzerland are encouraging. Winston is the second-largest brand family in RJR's brand portfolio in Switzerland. ■

*Winston Lights and Winston Super Lights have been re-launched in Switzerland with new packaging and a new price position.*

### New Camel Medium introduced in Europe

The Camel Medium brand is being re-launched by R.J. Reynolds International in European markets — with the new product rolling out in Belgium, Holland, Germany, France, Italy, Switzerland and Luxembourg.

The product offers adult smokers a smoother-tasting cigarette. The brand, which is positioned in a category between "full flavor" and "lights," features new packaging with a "sunset" color scheme and an updated look.

The re-launch of Camel Medium follows the successful reintroduction of Camel Lights in a new light-blue pack in more than 15 European countries last year, generating significant growth in Camel Lights volume in Western Europe.

Camel Medium is being supported by newspaper and magazine advertisements, posters and point-of-sale materials. ■

*RJR International is reintroducing Camel Medium in European markets, offering adult smokers a smooth-tasting product that falls between the "full flavor" and "lights" categories.*



51847 8899

## Court decision limits FDA authority

The U.S. District Court in Greensboro, N.C., ruled on April 25 that the Food and Drug Administration (FDA) lacks the authority under the Food, Drug and Cosmetic Act to regulate tobacco-product advertising and promotion. The ruling also concluded that Congress did not expressly prohibit the FDA from regulating tobacco products under existing law — if the facts asserted by the FDA in its case and regulations are proven to be correct.

The following is a review of the major aspects of the Court's ruling:

- The FDA regulation over cigarettes and smokeless-tobacco products will be allowed to go forward if they meet the FDA's definition of "drugs" or "medical devices," but the FDA must prove in a separate trial that tobacco does fall into one of these two FDA categories.

The Court ruled that the following are within the FDA's authority to regulate:

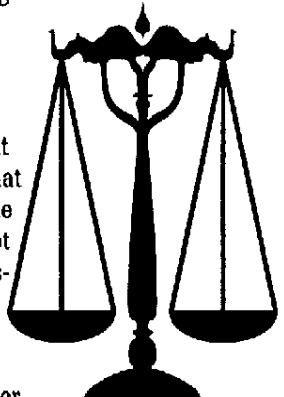
- Limiting all cigarette sales to face-to-face transactions — with retailers required to verify age with a photo ID — allowing cigarettes to be sold only by clerks behind a counter. These regulations became effective Feb. 28, 1997, and will continue.
- The FDA's labeling requirements and access restrictions — including vending machines,

self-service displays and sampling. The judge said, however, these regulations would not take immediate effect, since appeals were likely on both sides.

The Court struck down the bulk of the FDA's proposed rules, most of which were directed at advertising and promotion. The Court ruled that the FDA does not have the authority to regulate tobacco advertising and promotion, but did not decide the Constitutional challenges the industry and the advertisers had raised. Until the appeals process is completed, R.J. Reynolds Tobacco Co. can continue to advertise and promote its products as it has in the past. Under the Court's ruling, the following FDA rules on advertising and promotion cannot go into effect:

- Limiting all billboard ads and point-of-sale materials to black and white, text-only messages.
- Limiting advertising to black and white, text-only ads in publications with youth readership of at least 15 percent or two million readers.
- Stopping brand-name sports sponsorships of such events as the Winston Cup series.
- Banning any branded premium items like T-shirts, caps, jackets, gym bags, lighters, beverage holders, cups or playing cards.
- Banning catalog programs such as Camel Cash.

Both sides are appealing the District Court's decision. ■



## Editorial *(continued from page 3)*

in the military in those days, a representative of the U.S. government encouraged me to smoke. "Smoke 'em if you got 'em!" was the phrase yelled out by my commanding officer. The first time he said that, while I was standing in formation with nothing to do, I didn't have them. The next time he said that, I made sure I did. In this litigious society when everyone is being sued because of a "smoking-related" disease, some day the U.S. government may well be the subject of the biggest class-action suit of all.

Are my addictions commensurate with addictions to hard drugs? Please! I know countless people, even those who were chain-smokers, who quit smoking and every one of them did it by stopping "cold turkey," while hard-drug users generally have to go to a rehabilitation center. Cigarettes do not alter the mind or cause hallucinations or make the users drive or act recklessly.

When cigarette prices were above my budget, I didn't think of stealing to get a cigarette, let alone murdering someone. In fact, no matter how much I may have wanted a cigarette, I wouldn't even have walked a mile for a Camel. It wasn't worth it. (It must be kept in mind, however, that as a Californian, I would have driven a mile, but I wouldn't have walked more than a couple blocks at most.)

Anyway, I think I'll sue someone. I've been taking terrible risks by my eating and smoking habits. In truth, I've taken much greater risks in my life than those two habits, but I can't think of anyone to sue over them. Do you know a good lawyer? ■

*Bruce Herschensohn is a distinguished fellow with the Claremont Institute.*

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## COMMUNITY CORNER

# RJR volunteers help allocate money

The 1996 United Way campaign is over. The checks have been written, and the funds are in. One very important detail remains. How will the money be distributed?

Fourteen employees of R.J. Reynolds Tobacco Co. and various other community volunteers have teamed-up with the United Way to answer that question.

As members of the Allocations Committee for the 1996 fund-raising year, these volunteers determine not only which of the 41 agencies will receive funding, but also how much money is given to each organization. This decision is based on a process that includes touring agencies' facilities and listening to budget presentations which explain the need for funding and how the monies will be used. Ten panels, consisting of about 12 volunteers each — 107 volunteers in all — evaluate the particular agencies. Each panel reviews the proposals of three or four community organizations.

To aid the committee's decision, the United Way has created guidelines outlining where the need for money is the greatest and if the agencies are funded in other ways. Through community surveys, the United Way has been able to determine moderate to high-priority programs. A United Way staff liaison is also assigned to each panel to assist the process.

Pat Holiday of Tobacco Processing – No. 603 is on the

1996 United Way Allocations Committee. This is Holiday's first year on the allocations committee, but her 15<sup>th</sup> year as a United Way volunteer. Her panel is reviewing Consumer Credit Counseling Services, Family Services and Stop Child Abuse Now (SCAN).

"Choosing how to allocate the money is a difficult decision," says Holiday. "But, like any job, it is something that needs to be done, so we do it."

Mary Tyler, vice president of campaign for the United Way, agrees with Holiday. "From a fund-raiser standpoint, the allocations committee has one of the toughest jobs. In a sense, they are serving as trustees for the community."

Once the panels have reached a decision, they make a recommendation to the fund-distribution cabinet. The proposal is then passed on to the United Way board where the final decision is made. The approval process concludes at the end of June, and monthly distribution of the funds begins in July.

Rick Abernethy, senior engineer for RJR, says that by serving on the committee he sees the impact of United Way fund-raising and volunteer efforts. "Involvement with the United Way not only benefits the recipients of the agencies' services, but also serves as an inspiration to those who volunteer."

For more information on becoming a United Way Allocations Committee volunteer, contact Daphne Lewis at 721-9331. ■



Fourteen RJR employees, along with various other community volunteers, have teamed-up to allocate money collected for the 41 United Way agencies during the 1996 fund-raising campaign. The allocations decisions are based on a process that includes touring the agencies' facilities and listening to budget presentations which explain funding needs and how the monies will be used. Serving as RJR volunteers on the Allocations Committee are: (front row, from left) David Harrison and Rick Abernethy; (second row, from left) Gladys Avery, Aju Lekwauwa, Regina Watkins-Brim and Nate Williams; (third row, from left) Pat Holiday, Johnnie Idol and Charles Brooks.

## RJR receives YMCA award

The YMCA in Winston-Salem, N.C., honored R.J. Reynolds Tobacco Company participation in its annual United Way "Day of Caring" during its Day of Caring. More than 100 volunteers from across the community, including more than 50 RJR employees, took time off from their regular RJR jobs to help 14 agencies supported by the United Way of Forsyth County. More than 15 of the volunteers worked for the YMCA, including Carolyn Carpenter, senior staff R&D technologist. Mr. Robinson, director of community relations, department, accepted the award from Robert Drago (right), president of the Forsyth County United Way, on behalf of the volunteers. ■



Honorary race starter waves on Winston-Cup drivers

## Gentlemen start your engines!



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Carolyn Carpenter, senior staff R&D technologist for R.J. Reynolds Tobacco Co., got the chance to practice her flag-waving skills at the start of the 13th annual Winston Open on May 17 at the Charlotte Motor Speedway in Charlotte, N.C. Carpenter won The Winston Open Honorary Starter Contest when her name was drawn by driver Michael Waltrip, last year's winner of The Winston Open. Waltrip pulled Carpenter's name out of an autographed helmet, which was given to her as a souvenir of the day. Along with the opportunity to start The Winston Open, Carpenter and three guests were treated to limousine service to the track, full credentials into the pit areas and pre-race ceremony, as well as luxury box seats to watch the race.

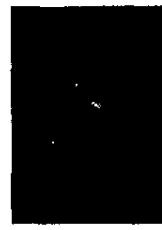
# People



J. Heath - 35



L. Jester - 35



J. Brock - 30



R. Clemens Jr. - 30



J. Cook - 30



J. Garwood - 30

## SERVICE AWARDS

### 35 YEARS - MARCH

**I.T. Disher**  
*Whitaker Park making and packing*

**Amos E. Feaster**  
*CO2 production*

**Jerry W. Heath**  
*Brands R&D*

**Larry W. Jester**  
*Whitaker Park making and packing*

**Ronald L. Muncus**  
*Tobaccoville making and packing*

**Floyd W. Puckett**  
*Operations technical training*

**Charlie M. Smith**  
*Whitaker Park primary*

**Jerry L. Stanley**  
*Tobaccoville making and packing*

**Wilford O. Vernon**  
*Tobaccoville making and packing*

### 30 YEARS - MARCH

**Ronald P. Allen**  
*Tobaccoville primary machinery and equipment*

**Donald R. Brannock**  
*Tobaccoville kitchen*

**Robert L. Brannock**  
*Tobaccoville making and packing*

**Arthur G. Collins**  
*Tobaccoville primary machinery and equipment*

**James A. Cook**  
*Tobaccoville receiving and blending*

**Robert M. Crotts**  
*Tobaccoville making and packing*

**Jimmy R. Davis**  
*Tobaccoville making and packing*

## Richard E. Doyle

*Shorefair making and packing*

**James W. Eller**  
*Tobaccoville material control/export*

**D.M. Elliott**  
*Sales*

**Robert T. Flynn**  
*Trucking general*

**Clarence R. Fogg**  
*Whitaker Park primary*

**Jerry W. Gelezinsky**  
*Leaf management*

**D.R. Gerald**  
*Leaf management*

**Harold Greenbaum**  
*Sales*

**F.R. Gross**  
*Sales*

**Samuel S. Hays III**  
*Brook Cove prizing*

**Jean L. Hill**  
*RCFCU administration*

**John L. Irby**  
*Whitaker Park making and packing*

**Rex D. Mathis**  
*Tobaccoville making maintenance*

**Jimmy L. McHone**  
*CO2 processing*

**Dennis A. Page**  
*Whitaker Park making and packing general*

**Marvin E. Reynolds**  
*Trucking general*

**Charles E. Richardson**  
*Tobaccoville making and packing*

**Richard D. Roane**  
*Tobaccoville process control/quality control*

**D.K. Scott**  
*Sales*

**Charlie R. Seagraves**  
*Whitaker Park plant production engineering general*

**Jimmie C. Slade**  
*No. 604 cylinder engraving*

## Karl F. Yena

*Human resources*

### 30 YEARS - APRIL

**Joseph D. Brock**  
*Tobaccoville making and packing*

**Jake Brown**  
*Tobaccoville making and packing*

**Robert G. Clemens Jr.**  
*Whitaker Park making and packing*

**Shirley M. Fennell**  
*Customer financial services*

**Joy H. Garwood**  
*Disbursements accounting*

**Wilcher G. Goins**  
*Shorefair primary*

**Robert C. Hall**  
*Quality planning and systems assessment*

**Ronald E. Long**  
*Whitaker Park making and packing*

**John M. Martin**  
*Product development and assessment*

**Lester N. McCollum**  
*Tobaccoville making maintenance*

**Billy W. McHone**  
*Tobaccoville making maintenance*

**Larry G. Mickey**  
*Tobaccoville making and packing*

**James K. Nichols**  
*Tobaccoville making and packing*

**Geraldine M. Nicks**  
*Marketing operations*

**P.S. Peebles Jr.**  
*Tobaccoville making and packing*

**William H. Penn**  
*Whitaker Park making and packing*

**Gilbert Priddy**  
*Tobaccoville making and packing*

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**Robert M. Pugh**  
Facilities operations  
and technical services

**James R. Reynolds**  
Tobaccoville making  
and packing

**F.D. Widener**  
Tobaccoville making  
and packing

#### 25 YEARS - MARCH

**Walter V. Bowman**  
CDC LTL shipping

**David F. Chappell**  
Tobaccoville utility plant

**R.P. Dotson**  
Sales

**W.C. Flinchum Jr.**  
Product reclaimed goods

**James L. Jones**  
Sales

**R.H. Lankford**  
Sales

**Ronnie R. Martin**  
CDC receiving

**Ray E. Pennell Jr.**  
CDC receiving

**Randolph Purvis**  
Central slit and clean

**T.R. Savola**  
Sales

**R.D. Scoggins**  
Sales

#### 25 YEARS - APRIL

**R.F. Black**  
Sales

**Ronald J. Bodsford**  
Trucking general

**M.J. Cobucci**  
Sales

**James E. Connor**  
No. 200 plant services, printing

**R.D. Garrison**  
Sales

**Spencer K. Gung**  
Administrative  
and facilities services

**M.L. Jones**  
Trade marketing

**W.F. Kubin**  
Sales

**Jackie C. Lane**  
Davie Storage

**Earl R. Lattimore**  
Tobaccoville casing  
and cutting/cut-filler storage

**J.C. Melvin**  
Sales

**G.H. Moulton**  
Sales

**Benjamin L. Simmons**  
Trucking general

#### 20 YEARS - MARCH

**Timothy R. Ball**  
No. 604 presses

**Harvey L. Bates**  
Tobaccoville receiving  
and blending

**S.R. Brittain**  
Sales

**Jo A. Brown**  
Manufacturing automation  
systems

**Artis M. Crump**  
Tobaccoville process services

**Stephen R. Doss**  
Personal computing -  
LAN services

**Anthony G. Edwards**  
Tobaccoville utility plant

**Parthenia S. Galloway**  
Law - Compliss

**Terry A. Hartness**  
No. 200 metals  
slitting/separating

**Brenda L. Howard**  
Compensation  
and employee benefits

**Sandra N. Jarvis**  
Sports Marketing Enterprises  
general

**R.D. Luckett**  
Sales

**James E. May**  
Tobaccoville making  
and packing

**Mary J. McCarty**  
Sales

**M.L. Priest**  
Sales

**Harvey L. Rice**  
Tobaccoville utility plant

**R.F. Segelke**  
Sales

**Ann T. Stewart**  
Marketing

**Gloria L. Willis**  
Winston-Salem airport aviation



W. Goins - 30



S. Hays III - 30



J. Hill - 30



J. Irby - 30



L. McCollum - 30



W. Penn - 30



# People

(continued from page 13)



M. Reynolds - 30



C. Richardson - 30



J. Connor - 25



S. Gung - 25



R. Purvis - 25



P. Galloway - 20

**Christine D. Walls**  
*R&D planning/administration*

**Donald L. Wells**  
*Sales*

**Joyce M. Williams**  
*No. 200 presses and cutters*

## 15 YEARS - MARCH

**Brian F. Coleman**  
*Sales*

**Steven L. Cooper**  
*Sales*

**Roy D. Dawson**  
*Sports Marketing Enterprises general*

**Lisa R. Drum**  
*Marketing operations*

**Donald W. Duty**  
*Tobaccoville utility plant*

**Steven C. Grossberg**  
*Sales*

**Miller K. Hinshaw Jr.**  
*Purchasing*

**Richard G. Howard**  
*Sales*

**Janie B. Inman**  
*Packaging purchasing*

**Nannette S. Kershaw**  
*Sales*

**Paul J. Lamarca II**  
*Sales*

**Donna H. Leinbach**  
*Downtown utilities*

**Robert R. Loun Jr.**  
*Sales*

**Julie K. Mack**  
*Sales*

**Eddie L. Nuckols**  
*Tobaccoville making and packing electrical maintenance*

**James A. Shore**  
*Whitaker Park process services*

**William M. Smith**  
*Tobacco processing engineering*

**Jerry L. Sneed**  
*RCFCU administration*

**W. Keith Spillman**  
*Tobaccoville maintenance general*

**John E. Stewart**  
*Environmental management*

**Cynthia S. Stokes**  
*Brands R&D*

**Mary S. Wilson**  
*Technical services*

**Dennis E. Wingate**  
*Product development and assessment*

## 15 YEARS - APRIL

**George A. Beas**  
*Sales*

**Paul D. Early Jr.**  
*R&D planning/administration*

**James S. Foreman**  
*Sports Marketing Enterprises general*

**Joseph J. Gohn**  
*Sports Marketing Enterprises general*

**Susan R. Hicks**  
*Brand management*

**Ralph V. Napp Jr.**  
*Sales*

**Kathy P. Putnam**  
*Product evaluation*

**Julie G. Sanders**  
*Sales*

## 10 YEARS - MARCH

**Steven E. Anders**  
*Sales*

**Ronald F. Bianchi**  
*Law - Compliss*

**Valerie Bostic**  
*Sales*

**Kent G. Brock**  
*Sales*

**Charles R. Carter**  
*Sales*

**Joseph G. Hart**  
*Sales*

**Karen M. Johnson**  
*Sales*

**Tyrone L. Sampson**  
*Sales*

**Paul D. Sawyer**  
*Sales*

**John W. Thompson**  
*R&D planning/administration*

**Todd M. Wagner**  
*Sales*

**Gregory A. Wright**  
*Sales*

## 10 YEARS - APRIL

**Charles D. Arnett Jr.**  
*Sales*

**Karla P. Frazier**  
*Sales*

**Mark R. Gambardella**  
*Sales*

**Alan G. Gordon Jr.**  
*Tobaccoville production support maintenance*

**Susan C. McKarns**  
*Product evaluation*

**Michael R. Pemberton**  
*Tobaccoville production support maintenance*

**Timothy F. Thomas**  
*R&D process technology and development*

**Mark A. Werkman**  
*Winston-Salem airport aviation*

**Darrell D. Williams**  
*R&D process technology and development*

## 5 YEARS - MARCH

**Luis Arenclbia**  
*Sales*

**Kelli Jo ASEL**  
*Sales*

**Heidi L. Hardymon**  
*Sales*

**Kenneth M. Husvar**  
*Sales*

**James P. Linebarger**  
*Sales*

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**Susan T. Meyers**  
*Sales*

**Stanley M. Scott**  
*Sales*

**Randall A. Sullivan**  
*Sales*

**Liane K. Waechter**  
*Sales*

**William R. White**  
*Sales*

#### 5 YEARS - APRIL

**Mark C. Defeo**  
*Sales*

**Vanessa Mootry**  
*Sales*

**Robert M. Phipps**  
*RCFCU administration*

**LaDon Richardson**  
*Sales*

**Lisa D. Southard**  
*RCFCU administration*

### PROMOTIONS AND APPOINTMENTS

#### BRAND MARKETING

**Lynn J. Beasley**  
to senior vice president - brand marketing

**G. Clifton Pennell**  
to senior vice president - brand marketing

#### BRAND-MEDIA-DIRECT MARKETING

**Frances V. Creighton**  
to vice president - marketing

**Douglas A. Funderburk**  
to marketing manager

**Norton W. Jennette**  
to assistant marketing manager

**Edmund C. Leahy**  
to vice president - marketing

**Geraldine M. Nicks**  
to marketing operations analyst

**Nicholas S. Saldiner**  
to assistant marketing manager

**Jonnie L. Shore**  
to marketing operations analyst

**Douglas W. Shouse**  
to vice president - marketing

**Myra L. Smith**  
to marketing operations assistant

**Jasper D. Spencer Jr.**  
to marketing operations senior coordinator

**Sue S. Wall**  
to team leader - marketing operations

#### BUSINESS DEVELOPMENT

**Lynn G. Dube**  
to senior information manager

**Robert A. Elmer**  
to senior information analyst

**Clare M. Smith**  
to senior information manager

#### COMMUNITY AFFAIRS

**Vivian L. Turner**  
to manager - contributions and community affairs

#### DISTRIBUTION AND LOGISTICS

**Benny E. Myers**  
to manager - CDC operations

**Shirley M. Owens**  
to senior administrative assistant

#### ENGINEERING STAFF

**John D. Potter**  
to director - environmental/safety emergency services

#### ENVIRONMENTAL AFFAIRS/SUPPORT SERVICES

**Douglas B. Beasley**  
to lead radiation safety officer

**Charles E. Blackwell Jr.**  
to safety and health professional III

**George L. Lamb**  
to senior staff technologist

**John W. Sullivan**  
to engineering senior technologist

**W. Sue Swaim**  
to principal administrative assistant

**Yongsheng Yi**  
to engineer III

### FINANCE AND ACCOUNTING

**Jane A. Allen**  
to customer services senior specialist

**Jean C. Davis**  
to financial reporting manager

**Robert K. Fitzgerald**  
to manager - financial services (Sports Marketing Enterprises)

**Rebecca H. Fullton**  
to manager - OCC/cash flow reporting

**Dorothy R. Henley**  
to manager - disbursement and coupon redemption center operations

**Andrea C. Hicks**  
to financial reporting manager

**Gary W. Hicks**  
to manager - savings business finance

**Steven R. Holland**  
to senior financial analyst

**Clay S. Lentz**  
to manager - credit and customer financial services

**Kay W. Maxwell**  
to senior customer services representative

**Dianne M. Neal**  
to vice president and controller

**Lori C. Schamay**  
to financial manager - marketing

**Robin C. Shelton**  
to tax analyst III



B. Howard - 20



R. Hutchens - 20



S. Jarvis - 20



L. Leverenz - 20



J. Lovett - 20



J. Miller Jr. - 20



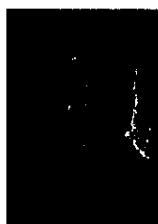
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# People

(continued from page 15)



J. Thomas - 20



C. Walls - 20



J. Williams - 20

**Vernon A. Stewart**  
to manager - accounting  
and payroll

**Brian D. Stout**  
to manager - Sports  
Marketing Enterprises finance

**Donna E. Whitaker**  
to senior coupon redemption  
center specialist

## HUMAN RESOURCES

**Carol I. Christian**  
to benefits analyst

**Kathy R. Holbrook**  
to benefits analyst

## INFORMATION RESOURCES

**Tim S. Burgess**  
to systems technical  
specialist III

**James F. Calder Jr.**  
to lead systems technical  
specialist

**Latisha D. Dixon**  
to systems support specialist I

**Paul J. Donadio**  
to principal systems technical  
specialist

**Ronnie W. Eads**  
to lead systems technical  
specialist

**Joseph W. Faske**  
to lead systems technical  
specialist

**David R. Hawkes**  
to information resources  
support analyst II

**Roy R. Haynes Jr.**  
to lead systems technical  
specialist

**H. Clay Heath Jr.**  
to senior systems technical  
specialist

**Paul J. Hoffman Jr.**  
to systems technical  
specialist III

**Ronald G. Ingram**  
to principal systems technical  
specialist

**Eddie R. Lynch**  
to principal systems technical  
specialist

**Robert W. Petree**  
to lead systems technical  
specialist

**Keith W. Smith**  
to systems development  
manager

**David Shaun Todd**  
to senior systems technical  
specialist

**Dana I. Triplett**  
to senior systems technical  
specialist

**Donald L. Vance**  
to principal systems technical  
specialist

**Timothy W. Welborn**  
to lead systems technical  
specialist

## INTERNAL AUDIT

**Susan H. Baker**  
to senior auditor

**Joyce A. Marsh**  
to principal administrative  
assistant

**Garner Ted Stewart**  
to manager - internal audit

## INTERNATIONAL SUPPORT

**Gwendolyn O. Carlthers**  
to specialist international  
export services

**Patricia T. Lumsden**  
to financial analyst -  
intermediate

**Katrina C. Whitt**  
to manager - international  
accounting

## LAW

**Suzanne J. Jabbour**  
to vice president  
and deputy general counsel

**Anne E. Miller**  
to senior legal assistant -  
marketing

**Ronald G. Parrish**  
to systems technical specialist I

**Libby J. Wilmoth**  
to manager - law  
administration

## LEAF OPERATIONS

**Jennifer L. Brannan**  
to senior financial analyst

**Alonzo W. Flinchum**  
to leaf storage equipment  
operator

**Wiley T. Pittman**  
to leaf manager

**Nancy K. Zimmerman**  
to senior financial specialist

## MAINTENANCE

**Lindsay F. Johnson**  
to maintenance technician II -  
electrical

**Teresa L. Simmons**  
to maintenance technician II -  
electrical

**Timothy C. Wallace**  
to maintenance technician II -  
electrical

**Travis L. Williams**  
to maintenance technician II -  
electrical

## MAKING AND PACKING ENGINEERING

**Jimmy R. Bohannon**  
to engineering technologist III

**Leonard K. Byerly**  
to engineering technologist III

**Garland J. Caudle**  
to inventory analyst III

**Curtis B. Gordon**  
to engineering senior  
technologist

**Gregory A. Holmes**  
to senior staff engineer

**Ronald W. Mellon**  
to senior staff project manager

**B.S. Williard**  
to senior technologist

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<b>David L. Wright</b> to senior staff engineer	<b>Mark T. King</b> to making machine operator - Protos	<b>William B. Vaden</b> to engineering senior technologist
<b>MANUFACTURING</b> <b>CIGARETTE GENERAL</b>	<b>Craig D. Sink</b> to packing machine operator - GDX-500	<b>MANUFACTURING</b> <b>TOBACCO PROCESSING</b>
<b>John W. Bowen</b> to packing machine operator - GDX-2	<b>MANUFACTURING</b> <b>PRIMARY</b>	<b>Michael B. Blackburn</b> to IVO/CRT operator
<b>Timothy G. Sapp</b> to primary manager	<b>Bernard Dobson</b> to primary operator "B"	<b>Richard I. Boger</b> to process control technician
<b>Carolyn B. Stafford</b> to processed tobacco coordinator	<b>Larry R. Haynes</b> to IVO/CRT operator	<b>William G. Boger Jr.</b> to process control technician
<b>MANUFACTURING</b> <b>FACTORY SERVICE</b>	<b>Robert L. Shields</b> to primary operator "A"	<b>J. Rodney Brown</b> to IVO/CRT operator
<b>Deborah P. Bowman</b> to production services attendant	<b>MANUFACTURING</b> <b>PRODUCTION</b> <b>ENGINEERING</b>	<b>Larry L. Carlton</b> to refiner "A"
<b>David A. Jones</b> to production services attendant	<b>Lillian C. Brown</b> to principal production assistant	<b>Stephen D. Cromer</b> to production planner
<b>Sandra H. Kleffer</b> to production services attendant	<b>Chris E. Hemric</b> to engineering senior technologist	<b>David S. Higgins</b> to engineering senior technologist
<b>James W. Marion Sr.</b> to production services attendant	<b>Eduardo Martinez</b> to principal engineer	<b>Donald R. Jones</b> to IVO/CRT operator
<b>Betty M. Moore</b> to production services attendant	<b>Kimberly S. Moore</b> to senior engineer	<b>Earley F. Lumley Jr.</b> to IVO/CRT operator
<b>Richard B. Porter</b> to production services attendant	<b>Steven M. Norman</b> to senior staff engineer	<b>Kathy B. Motsinger</b> to central flavoring/ adhesives specialist
<b>Claude W. Snow</b> to production services attendant	<b>Laura L. Philpot</b> to senior staff engineer	<b>David G. Royal</b> to stock preparation relief
<b>Cheryl W. Valenzuela</b> to production services attendant	<b>Randal L. Weisz</b> to senior staff engineer	<b>Hazel H. Shelton</b> to central flavoring/ adhesives specialist
<b>MANUFACTURING</b> <b>MAKING AND PACKING</b>	<b>Stanley I. Wood</b> to senior staff technologist	<b>Regina W. Southern</b> to production recovery operations specialist
<b>Donna L. Alford</b> to production services attendant	<b>MANUFACTURING</b> <b>QUALITY CONTROL</b>	<b>Danny L. Thomas</b> to process control technician
<b>James R. Dodson</b> to senior pilot plant technician	<b>Regina N. Bowles</b> to senior staff engineer	<b>David T. Wall</b> to production recovery operations specialist
<b>Cheryl P. Hutchinson</b> to administrative assistant	<b>Carson A. Brown</b> to engineering senior technologist	<b>Roger D. Watson</b> to sheet dry machine operator "A"
	<b>J. Randall Burcham</b> to senior staff engineer	<b>PROCESS ENGINEERING</b>
	<b>James N. Pruitt</b> to senior staff engineer	<b>Alan C. Belcher</b> to senior technologist
		<b>Donald A. Newton</b> to senior principal engineer ►►►

# People

(continued from page 17)

## PRODUCTION GENERAL

**Tommy L. Hickman**  
to vice president – operations planning and quality assurance

## PRODUCTION OPERATIONS PLANNING

**Linda P. Jones**  
to executive assistant

## PROJECT MANAGEMENT

**Debra A. Easter**  
to senior project manager

**Henry B. Watson Jr.**  
to principal engineer

## PUBLIC AFFAIRS

**Carolyn G. Brinkley**  
to senior public affairs coordinator

## PURCHASING AND SUPPORT SERVICES

**June P. Anthony**  
to meeting coordinator

**Janice C. Farles**  
to fleet operations manager

**Brenda V. Gordon**  
to senior administrative assistant

**Phillip W. Gregory**  
to systems technical specialist II

**Denaye J. Hodgin**  
to purchasing information coordinator

**Susan H. Jackson**  
to meeting coordinator

**Cheryl M. Johnson**  
to associate administrative assistant

**Janie I. Withers**  
to meeting coordinator

## RCFCU

**Margaret J. Brown**  
to credit card manager

**Frances D. Campbell**  
to RCFCU branch manager I

**Daniel R. Coney**  
to manager – equity and mortgage services

**Kimberly E. Corns**  
to member products assistant

**Sarah M. Cox**  
to loan officer

**R. Perry Crutchfield**  
to manager – special services

**Kenneth N. Elkins**  
to RCFCU branch manager II

**Ronald O. George**  
to RCFCU assistant branch manager

**Vickle H. Harbin**  
to collections officer

**Rhoedona G. Hester**  
to loan officer

**Joy L. Howard**  
to senior teller

**Deborah A. James**  
to customer services assistant

**Mary H. Pickard**  
to member products assistant

**Alesia A. Turner**  
to marketing assistant

**Janice L. Welch**  
to loan officer

## RESEARCH AND DEVELOPMENT

**Barry S. Fagg**  
to manager – mechanical process and applications

**Jack G. Flinchum**  
to manager – process pilot plants/labs

**Charles R. Green**  
to senior principal scientist

**Judy H. Grubbs**  
to principal administrative assistant

**Chris J. Jones**  
to pilot plant technician

**Sydney K. Seymour**  
to manager – process instrumentation and electronics

## RJR PACKAGING

**Harold K. Alley**  
to mechanical trainee

**Anthony T. Barr**  
to rotogravure press helper

**Wayne M. Berry**  
to blown film assistant operator

**Edward E. Brewer Jr.**  
to assistant 4-Hi Mill operator

**Karen L. Causey**  
to engineering technologist II

**Toby J. Cranfill**  
to mill helper

**Carolyn H. Crutchfield**  
to principal administrative assistant

**David W. Flippin**  
to separator/slitter helper

**Michael D. Goforth**  
to separator/slitter helper

**Ray V. Goforth Jr.**  
to caster/furnace helper

**Milford L. Goldsmith**  
to CSP operator

**Bernard L. Hairston**  
to separator/slitter helper

**Louis J. Henighan**  
to separator/slitter operator

**Brian D. Hicks**  
to assistant rotogravure press operator

**Donald R. Lash**  
to engraver operator

**Tracy R. Mayberry**  
to laminating/coating helper

**Lewis E. Petree**  
to engineer I

**Michael A. Prevette**  
to caster/furnace helper

**Jody R. Reavis**  
to lead ink and adhesive preparer

**Brian M. Shoaf**  
to material planner

**Michael D. Sonbert**  
to annealing oven operator

**Kerry D. Tatum**  
to assistant 4-Hi Mill operator

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**Michael A. Watson**  
to mill helper

**David R. Williard**  
to separator/slitter helper

**Brian D. Wooten**  
to separator/slitter helper

## SALES

**Tromy E. Batiste**  
to retail manager – field sales –  
Southern sales area

**John C. Bruton**  
to account manager – field  
sales – Southern sales area

**Michael D. Garry**  
to retail manager – field sales –  
Northeast sales area

**John D. Gittins**  
to account manager – field  
sales – Northeast sales area

**Joel E. Godby**  
to retail manager – field sales –  
Northeast sales area

**Michael J. Gripp**  
to account manager – field  
sales – Midwest sales area

**Kraig D. Knudsen**  
to account manager – field  
sales – Midwest sales area

**Phillip K. Krumlauf**  
to retail manager – field sales –  
Northeast sales area

**Mark D. Rumley**  
to account manager – field  
sales – Midwest sales area

**Richard A. Smith**  
to division sales manager –  
Northeast sales area

**Maureen J. Sline**  
to division sales manager –  
Southern sales area

**Randall A. Sullivan**  
to key account manager –  
Southern sales area

**David P. Thoensen**  
to division sales manager –  
Midwest sales area

**Todd M. Wagner**  
to division sales manager –  
Northeast sales area

## SALES/MARKETING PERSONNEL

**Dorothy C. Draper**  
to assistant manager – sales  
marketing personnel

## SHOREFAIR GENERAL

**Bernadette W. Spell**  
to manager – manufacturing  
financial services

## SPORTS MARKETING

**Terry S. Ratledge**  
to Sports Marketing Enterprises  
assistant

## STATE GOVERNMENT RELATIONS

**Judy P. Albert**  
to principal administrative  
assistant

## TRADE MARKETING

**Martha H. Preston**  
to assistant manager – trade  
relations

## TRUCK OPERATIONS

**G. Chris Todd**  
to distribution coordinator

## UTILITIES

**David F. Chappell**  
to coal handling specialist

**Tony W. Drane**  
to shift manager

## IN MEMORIAM

**Barbara D. Brown**  
57, a promotion production  
manager in purchasing – sales  
and marketing support, died  
March 13. A resident of  
Winston-Salem, N.C., she had  
23 years of service with the  
company.

**Ralph H. Foote**  
53, a truck driver – tractor  
trailer in trucking general, died  
March 4. A resident of Winston-  
Salem, N.C., he had 30 years of  
service with the company.

**Donald R. Fulp**  
55, a lead ink and adhesive  
preparer at No. 200 ink room,  
died March 9. A resident of  
Winston-Salem, N.C., he had  
37 years of service with the  
company.

## Special Suggestion Awards

### February – 1997

**Larry J. Bostic**  
**Carlton D. Priddy**  
*No. 604 packaging*, received a  
joint award of \$1,500 for  
recommending installing an  
interlocking switch to prevent  
the slitter from starting until  
the web clamp has been  
released, reducing tipping-web  
scrap.

**Edwin H. Brown**  
*No. 200 packaging*, received  
an award of \$1,980 for  
recommending an alternative  
way to clean press cylinders.

### April – 1997

**Beverly M. Anthony**  
*Facilities planning services*,  
received an award of \$2,265 for  
improving dock services  
resulting in labor savings.

**Hazel H. Shelton**  
*Tobacco processing/flavoring -*  
adhesives, received an award  
of \$17,210 for recommending  
new transmitters to improve  
casing-inventory accuracy,  
resulting in material savings.

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*This photo of downtown Falmouth, Ky., was taken on March 2, 1997, at the height of the Ohio River flooding this spring. R.J. Reynolds Tobacco Co. and employees donated \$50,000 in relief funds for flood victims. Falmouth — which is in Pendleton County and one of the counties that benefited from the donated funds — is in the heart of Kentucky's burley tobacco-producing region. (Photo by Charles Bertram of the Lexington Herald Leader.)*

## Employees reach out to flooded growers

Employees of R.J. Reynolds Tobacco Co., led by volunteers from the employee-based Tobacco Action Coalition (TAC), opened their hearts and their wallets to tobacco farmers of the Ohio River Valley. Employees contributed more than \$22,000 to help tobacco farmers who lost nearly everything in the spring floods in Ohio and Kentucky.

Don Haver, RJR vice president of community affairs, says, "The company will match employee contributions as we have in the past with other relief efforts for a combined contribution of \$50,000."

Donations will help farmers replant crops, rebuild farms, clean up homes and support local community projects. "Decisions on how the money will be distributed are being made by volunteers in the affected communities. That way, we feel our contribution will be given to those in need quickly and efficiently," Haver says.

Dottie Ratledge, president of TAC, says, "Employees realized that many of these farmers helped us by participating in the march in Washington to protest federal excise taxes on cigarettes, and we were all glad to help them recover from the flood." ■

## Caravan

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**Editorial staff:**

Barbara Goho  
Mary Hampton  
Brenda Matthews  
Ellen Merritt  
Kate Schindler

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ALICE M. SCULLY  
463 MONMOUTH AVENUE  
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